

Contract Agreement Between:

# CONTRACT



**Midwest Television, Inc.**  
 7677 Engineer Road  
 San Diego, CA 92111  
 (858)571-8888

www.kfmb.com

<u>Contract / Revision</u> 65819 /	<u>Alt Order #</u>
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Product  
 Carl DeMaio for Mayor

<u>Contract Dates</u> 04/24/12 - 04/29/12	<u>Estimate #</u> 423429
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<u>Advertiser</u> DeMaio for Mayor	<u>Original Date / Revision</u> 04/23/12 / 04/25/12
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And:

**Del Cielo Media**  
 10755 Scripps Poway Parkway  
 Suite 550  
 San Diego, CA 92131

<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KFMB	<u>Account Executive</u> Steve Flynn	<u>Sales Office</u> Los Angeles
<u>Special Handling</u> Cash in Advance		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 50.90
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

Signature:

Date:

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals Spots Amount	
N 1	8	04/29/12	04/29/12	CBS Sun Morn	7-830am	-----5	:30	1	\$500.00	3.50	NM	1	\$500.00
N 2	8	04/24/12	04/27/12	M-F 5-6pm News/1 Hour	5-6p		:30				NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/23/12	04/29/12	-TWTF--				4	\$500.00	3.60			
N 3	8	04/24/12	04/27/12	M-F 630-7p	6:30-7pm		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/23/12	04/29/12	--W-F--				2	\$500.00	3.40			
N 4	8	04/28/12	04/28/12	SAT 5-6pm	Sat 5-6pm		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/23/12	04/29/12	-----S-				1	\$400.00	4.30			
N 5	8	04/28/12	04/28/12	Sat 630-7p	Sat 630-7pm		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/23/12	04/29/12	-----S-				1	\$400.00	4.20			
N 6	8	04/29/12	04/29/12	Sun 5-6pm News	Sun 5-6pm		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/23/12	04/29/12	-----5				1	\$400.00	4.10			
N 7	8	04/29/12	04/29/12	Sun 630-7pm News	Sun 630-7pm		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/23/12	04/29/12	-----5				1	\$400.00	4.30			
N 8	8	04/24/12	04/26/12	M-Sun 11-1135P	11-11:35pm		:30				NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/23/12	04/29/12	-TWT---				3	\$500.00	2.40			
N 9	8	04/29/12	04/29/12	Face the Nation-Sunday	830a,10a,130p,3p,		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/23/12	04/29/12	-----5				1	\$300.00	2.10			
<b>Totals</b>											50.90	15	\$6,900.00

Time Period	# of Spots	Gross Amount	Net Amount
03/26/12 - 04/29/12	15	\$6,900.00	\$5,865.00
<b>Totals</b>	15	\$6,900.00	\$5,865.00